## SUBMISSION TO CORPORATE PRODUCTS COMMITTEE

: DWWYN MWMFE!	AIRCHITA SPIMS FIGHTS 150 LTB REGULAR SIIG MENTHUL		
ACTION DATE:	•	•	•
NEW PRODUCT	۵	LINE EXTENSION	a
TEST MARKET	<u> </u>	NATIONAL INTRODUCTION	ם

CIGARETTE: CIRCUMFERENCE,mm LENGTH,mm	REGULAR 23.0 119.5	MENTHOL 23.0 119.5
TIPPING LENGTH, mm	36.0	36.0
TIPPING COLOR	WHITE TGL	WHITE TGL
FILTER LENGTH,mm	31.5_	31.5
TYPE OF FILTER	CA?	CA
ROD PRINT	VIRGINIA SLIM	S
DELIVERY LEVELS:		•
FTC TAR,mg/cigt	15.0	15.0
FTC NICOTINE (AVE),mg/cigt	1.10	1.10
PUFFS/CIGARETTE	12.0	12.0
VENTILATION, % ?	<b>17</b>	27
TOTAL RTD,mm	141	141
PACKAGING:		
CIGARETTES:	NONMENTHOL	MENTHOL
PACK LENGTH,m	123.5	123.5
CARTON CONFIGURATION	2x5 M + 10 1447	2x5

0 billion units
0.0
\$00.00
\$00.00
\$000.0 million
\$00.00
\$00.00 million

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# PHILIP MORRIS U.S.A. SUBMISSION TO CORPORATE PRODUCTS COMMITTEE

## MONTHLY MEETING OF: PRODUCT INTRODUCTION

BRAND NAME:	VIRGINIA SLIMS ULTRA LIGHTS 100 FTB
•	REGULAR and MENTHOL

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- 27		 	

NEW PRODUCT 

LINE EXTENSION 

TEST MARKET 

NATIONAL INTRODUCTION 

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## PRODUCT SPECIFICATIONS

CIGARETTE:	REGULAR	MENTHOL
CIRCUMFERENCE,mm	23.0	23.0
LENGTHLmm	98,5	98,5
TIPPING LENGTH, mm	36.0	36.0
TIPPING COLOR	WHITE DGL	WHITE DGRNL
FILTER LENGTR.mm	31.5	31.5
TYPE OF FILTER	CA	CA
ROD PRINT	N/A	NA
DELIVERY LEVELS:		
FTC TAR,mg/cigt	6.0	6.0
FTC NICOTINE (AVE),mg/cigt	0.5	0.5
PUFFS/CIGARETTE	10.0	10.0
VENTILATION,%	<b>57</b>	57
TOTAL RTD,mm	114	114
PACKAGING:		
CIGARETTES:	NONMENTHOL	MENTHOL
PACKIENGTH	102	102

CIGARETTES: NONMENTHOL MENTHOL
PACK LENGTH,m 102 102
CARTON CONFIGURATION 2x5 2x5

## PRICING STRATEGY TED DEDECOMMENCE (12 MON

	AND
UNIT VOLUME:	O billion units
% SHARE OF MARKET	0.0
PM CANNIBALIZATION	\$00.00
PRICE/1000	\$00.00
TOTAL SALES (\$)	\$000.0 million
MARGINAL CONTRIBUTION/1000	\$00.00
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# PHILIP MORRIS U.S.A. SUBMISSION TO CORPORATE PRODUCTS COMMITTEE MONTHLY MEETING OF: PRODUCT INTRODUCTION

BRAND NAME:	VIRGINIA SLIMS 100 SP REGULAR and MENTHOL		
ACTION DATE:			
NEW PRODUCT	•	LINE EXTENSION	Ö.
test market	· , 🙃	NATIONAL INTRODUCTION	ם

### PRODUCT SPECIFICATIONS

CIGARETTE: CIRCUMPERENCE, mon	REGULAR 22.9	MENTHOL
LENGTH, mm	44,9 99.0	22.9 99 <b>.</b> 0
TIPPING LENGTH,mm	32.0	32.0
TIPPING COLOR	WHITE DGL	WHITE DGRNL
FILTER LENGTH,mm	27.0	27.0
Type of filter	CA	CA
ROD PRINT	virginia slims	
DELIVERY LEVELS:		
FTC TAR,mg/cigt	15.0	15.0
FTC NICOTINE (AVE),mg/cigt	1.10	1.10
PUFFS/CIGARETTE	10,0	10.0
VENTILATION,%	23	23
TOTAL RTD,mm	123	123
PACKAGING:		•
CIGARETTES:	NONMENTHOL	MENTHOL
PACK LENGTH, m	102	102
CARTON CONFIGURATION	2x5	2x5

## PRICING STRATEGY PROJECTED PERFORMANCE (12 MONTH)

UNIT VOLUME:	0 billion units	
% Share of Market	0.0	20
PM CANNIBALIZATION	\$00.00	07
PRICE/1000	\$00.00	-4
TOTAL SALES (\$)	\$000.0 million	65
MARGINAL CONTRIBUTION/1000	\$00.00	<b>4</b>
TOTAL MARKETING EXPENSE	\$00.00 million	54945

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# PHILIP MORRIS U.S.A. SUBMISSION TO CORPORATE PRODUCTS COMMITTEE

### MONTHLY MEETING OF: PRODUCT INTRODUCTION

Brand Name: Virginia Slims Lig	etts 100 ftb regular :	nd MENTHOL
ACTION DATE:		
NEW PRODUCT	LINE EXTENSION	, <b>Q</b>
TEST MARKET	NATIONAL INTRODU	CTION D
PRODUCT SP	<u>ECIFICATIONS</u>	
CIGARETTE:	REGULAR	MENTHOL
CIRCUMFERENCE,mm	23.0	23.0
LENGTHmm	98.5	98.5
TIPPING LENGTH,mm	36.0	36.0
TIPPING COLOR	WHITE SGL	WHITE SGRNL
FILTER LENGTH, mm	31.5	31.5
TYPE OF FILTER	CA	CA
ROD PRINT	N/A	N/A
DELIVERY LEVELS:		
FTC TAR,mg/clgt	9.0	9.0
FTC NICOTINE (AVE),mg/cigt	0.7	0.7
PUFFS/CIGARETTE	9,5	9.5
ventilation, %	40	40 .
TOTAL RTD, mm	123	123
PACKAGING:		
CIGARETTES:	NONMENTHOL	MENTHOL
PACK LENGTH, III	102	102
CARTON CONFIGURATION	2x5	2x5
	STRATEGY	
	RMANCE (12 MONTH)	, V
UNIT VOLUME:	0 billion units 0.0	
% SHARE OF MARKET	\$00.00	6
PM CANNIBALIZATION PRICE/1000	\$00.00	4
TOTAL SALES (\$)	\$000.0 million	0/1654946
MARGINAL CONTRIBUTION/1990	\$00.00	
TOTAL MARKETING EXPENSE	\$00.00 million	

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curterenenin		17.0
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. Tipping langth mm	•	32
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		27.5
Type of Filtra	<u>sa</u>	<u> </u>
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ETE Nicolini, mg/s	igh 0.46	0.44
. Puffeltigaaitte	8.5	Peison.
- Wentilalian %a	70	70
Total RTB, man	131	
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Packaaima	•	•
<u>Packagung</u> Signitari		menthal
Proklesoch man	102	102
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